REMARKS

Reconsideration of the subject application is respectfully requested.

With regard to Paragraphs 4, 5, 6 and 8b of the office action, the preamble of each of Claims 35 and 37 have been amended to indicate that claims 35-38 are directed to a tangible medium comprising instructions readable and executable on a machine, e.g. computer. See, for example, *In re Beauregard,* 35 USPQ 2d 1383, 1384 (Fed. Cir. 1995) and the PTO Examination Guidelines for Computer-Related Inventions, MPEP §2106. A conforming amendment has been made to dependent Claim 36. These are non-narrowing amendments made simply to clarify the nature of the invention recited in these claims.

With regard to Paragraphs 7, 8a, c, and d, Claims 29, 30 to 32, and 40 have been amended to address the Examiner's concerns. Also, Claims 28 and 37 have been amended to make the use of "said" consistent. These amendments are not intended to narrow the scope of the amended claims.

With regard to Paragraph 11, Claims 26, 35 and 40 have been amended to positively recite a step of printing an advertisement on a receipt consistent with the preamble. In view of this amendment to Claims 26 and 35, Claims 28 and 37 have been amended to delete the printing step/instructions.

With regard to Paragraph 12, it is not clear to applicants what claim term the Examiner is referring to or if this paragraph is related to a particular ground of rejection. Which claim limitation (or term) is at issue?

With regard to Paragraphs 9, 10, 14, 15, and 16, Claims 26-38 were rejected as anticipated by Kanevsky, or unpatentable over Kanevsky alone or in combination with Dedrick. These rejections are respectfully traversed.

The present invention is directed to a novel method of billing for advertisements that are printed on receipts, including receiving advertising information, calculating the cost of advertising based on the advertising information received, confirming that the ad has been paid for and then storing the advertising information if payment is confirmed, and then printing an

advertisement on a receipt based on the advertising information. This invention provides an efficient method that can be used at kiosks or check-out counters. It allows customers to simply and effectively input the type of add that they want printed on receipts, pay for the ad and subsequently have that ad printed on receipts.

Kanevsky is directed to a system that stores an advertisement database, a user database and a goods database. It allows a personalized advertisement to be sent to a transaction terminal for presentation to the user. Kanevsky discloses nothing about calculation of a billing amount, confirmation of payment, or storing of the advertising information if payment of the billing amount is confirmed. The Examiner takes the position that all these limitations are inherent or obvious because "most advertisers must pay for their advertisements." But most advertisers do not walk up to a kiosk or check-out counter, input their ad, pay for it, and then have the ad printed on receipts. Only the present invention provides for this flexible system by confirming payment before storing or registering the advertising information so that it can be used for subsequent printing on receipts. Dedrick, cited by the Examiner for teaching a fee process, in fact teaches away from the present invention. In order for Dedrick's system to work, the advertising information must be stored for subsequent printing or display before the cost is calculated or payment is confirmed. See, for example col. 11, line 17 to line 27. The fee that the metering server 14 charges the advertiser 18, in addition to the amount an advertiser 18 pays each time the ad is consumed by individual, is dependent on a number of factors including the type of consumer that sees the ad (col. 11, line 59 to col. 12, line 8). This is a complex arrangement that calculates the cost after ads are shown to the consumer. It is the opposite of the claimed invention.

In view of the foregoing amendments and remarks, Applicants respectfully request favorable reconsideration of the present application.

Respectfully submitted,

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VERSION WITH MARKINGS TO SHOW CHANGES MADE

IN THE CLAIMS

26.   (Amended) A method for billing for advertisements printed on receipts, comprising:

receiving advertising information;

calculating a billing amount based on ~~the~~said advertising information received;

confirming payment of said billing amount calculated; ~~and~~

storing said advertising information received if payment of said billing amount is confirmed; and

printing an advertisement on a receipt based on said advertisement information.

28.   (Amended) A billing method according to Claim 26, further comprising:

receiving check-out information;

retrieving ~~the~~said stored advertising information; and

synthesizing ~~the~~said received check-out information with ~~the~~said retrieved advertising information, and generating printing data to be printed as a receipt; ~~and~~

~~printing said printing data.~~

29.   (Amended)   A billing method according to Claim 28, wherein said receiving check-out information ~~receiving~~ step includes receiving customer information;

and wherein said retrieving stored advertising information ~~retrieving~~ step includes selecting and retrieving one advertising information item from a plurality of advertising information items stored in said storing step, based on said customer information received in said receiving check-out information ~~receiving~~ step.

30. (Amended) A billing method according to Claim 26, wherein said <u>receiving</u> advertising information <u>step</u> includes <u>receiving</u> a period for running an advertisement.

31. (Amended) A billing method according to Claim 26, wherein said <u>receiving</u> advertising information <u>step</u> includes <u>receiving</u> characteristics of an advertisement recipient, said characteristics including at least one of gender, age, and occupation.

32. (Amended) A billing method according to Claim 26, wherein said <u>receiving</u> advertising information <u>step</u> includes <u>receiving</u> a printing size of an advertisement.

35. (Amended) An information recording medium storing a computer-readable program for ~~performing~~ <u>directing a computer to perform</u> a method of billing for advertisements printed on receipts, the ~~method~~ <u>computer-readable program</u> comprising <u>instructions for</u>:

receiving advertising information;

calculating a billing amount based on ~~the~~<u>said</u> advertising information received;

confirming payment of said billing amount calculated; ~~and~~

storing said advertising information received if payment of said billing amount is confirmed<u>; and</u>

<u>printing an advertisement on a receipt based on said advertisement information</u>.

36. (Amended) An information recording medium according to Claim 35, wherein said receiving advertising information ~~step~~ includes receiving image information as at least part of the advertising information.

37. (Amended) An information recording medium according to Claim 35, wherein the ~~method~~ <u>computer-readable program</u> further comprises <u>instructions for</u>:

receiving check-out information;

retrieving ~~the~~said stored advertising information; and

synthesizing ~~the~~said received check-out information with the retrieved advertising information, and generating printing data to be printed as a receipt; ~~and~~

~~printing said printing data~~.

40.   (Amended) A method for billing for advertisements printed on receipts, comprising:

receiving advertising information from an input terminal;

transmitting said advertising information to a server;

printing a temporary registration containing an ID;

reading said ID by said input terminal;

confirming said ID in said server;

calculating a billing amount;

displaying said billing amount;

receiving payment; ~~and~~

registering said advertising information in said server after receiving payment; and

printing an advertisement on a receipt based on said advertisement information.